automotive
FLEET

1990 Buick Regal Sedan

'90 Fleet Programs
Managing Small Fleets
Selecting For Execs

automotive
FLEET®
CAR AND LIGHT TRUCK FLEET AND LEASING MANAGEMENT MAGAZINE

BOBIT PUBLISHING

JULY 1989
VOL. 28, NO. 9

Influencing the management of 4,720,000 cars and 2,000,000 light trucks and vans in business, leasing, rental, utility, government, police and taxi fleets.

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On the cover: Standing behind the 1990 Buick Regal sedan are (l. to r.) Jim Pirtle, Buick division director of fleet sales, Bob Coletta, Buick's general sales and service manager, and Ed Mertz, general manager of Buick and GM vice president.

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Fleet costs can be improved by the management capabilities of computers. Among other things, many fleet administrators use computers to schedule PM services, identify excessive maintenance costs, or store vehicle records.

Tracking Maintenance With Computers

Managers of smaller fleets, who are able to manually track their vehicles more easily than managers of large fleets, may consider the computer an unjustified expense. However, the increasing sophistication and decreasing cost of computer hardware, along with the availability of software programs for smaller fleets (under 100 vehicles), have made it feasible to computerize virtually every fleet management system.

At larger fleets, keeping records manually is virtually impossible. Consequently, in-house or lessor's computers and the data they provide are becoming basic to successful fleet management.

The results of a *Runzheimer Reports on Transportation* survey indicate that computers can be a major resource for managers to use in monitoring and controlling fleet costs. Basically, programs designed for fleet management help in storing and tracking vehicle records and providing focused reports. Many fleet managers use computers to identify irregularities in scheduled preventive maintenance services or deviations from standard maintenance costs.

Applications

The survey indicated that 83 percent of the respondents use computers as a tool in the management of their fleets, either in-house or through the computers of their lessors or service vendors. To help schedule preventive maintenance services, fleet management can use a computer to generate several types of reports, including:

• **Oil change reports**, that summarize the frequency of oil changes for each vehicle in the fleet. Oil changes and vehicle inspections are the most important components of any preventive maintenance program. Any driver failing to change oil at the recommended intervals (an interim usually established by the fleet manager) can be highlighted on the computer screen or on a printout.

Computerized Management Reports

	Percent of Respondents
Respondents that receive computer reports	83
Respondents that do not receive computer reports	17
TOTAL	100

Source: Runzheimer

Table 1

This type of report can also generate a postcard reminding drivers when to change their oil.

• **Tire purchase reports**, itemizing tire purchases for each fleet vehicle. This report can specify the most recent tire purchase and the total number of purchases for each make and type of vehicle. In addition, it can generate statistics such as average cost per tire and can be used to "red-flag" excessive costs on tire purchases, plus mileage intervals for replacing tires.

• **Area reports**, which help managers track the expenses and other operating characteristics of vehicles and drivers assigned to a specific area. Individualized reports can be prepared for each unit to monitor vehicle expenses at each operating management level.

• **Production reports**, highlighting fuel economy and subsequent cost per mile of various vehicles. Fleet managers can use these reports to determine whether a unit requires a major tune-up, is no longer economical to operate, or if it should be considered for disposal (Tables 3 and 5).

• **Type of unit analyses**, summarizing the cost of each unit operating

model and number of cylinders. The analysis may also compare the actual operating costs among different vehicle models and sizes, giving useful background for future vehicle selections. Manufacturer service recommendations also can be programmed into these analyses.

Data Management

Almost two-thirds (64 percent) of the respondents use in-house computers. Over one-half (57 percent) maintain computerized records of vehicle maintenance and repair costs, and 54 percent have a personal computer available for fleet management purposes (Table 2).

Only 33 percent of the totally leased fleets surveyed have access to their lessors' mainframe computer through a terminal-to-terminal connection (Table 4). Generally, these are large fleets working with large leasing companies.

Three percent of the managers of company-owned fleets rely on a lessor's computer for fleet management data. These respondents may use some of the management services offered by leasing companies, such as vehicle maintenance records and vehicle purchasing data.

Respondent Profile

To identify your own fleet with the statistical results of the survey, Table 6 profiles the respondents by the number of units in their fleets. Fleets with 101-300 vehicles comprised 29 percent of the responding administrators, with 26 percent operating 100 or fewer vehicles. The remaining respondent fleets individually operate between 300 and 1,000-plus units.

The survey also indicated that 43 percent of the responding fleets were company-owned, while the remainder were either totally leased or controlled by mixed management programs (Table 7). Additionally, results on the business classifications of responding fleets revealed that utility fleet managers comprised 19

How Respondents Use In-House Computers

Uses of In-House Computers	Percent of Respondents*
Company maintains computerized records of fleet costs	64
Company maintains computerized records of vehicle maintenance and repair costs	57
Company makes a personal computer (mini-computer) available for fleet management purposes	54
Company maintains computerized records of vehicle maintenance history	50

*Total exceeds 100% because of multiple answers. Source: Runzheimer

Table 2

Computerized Reports Respondents Generated In-House

Type of Reports	Percent of Respondents*
Production report (mpg and cost-per-mile)	72
Type of unit analysis (cost of individual units)	71
Area report (car cost data by divisions, branches, regions)	62
Oil change reports (shows frequency of oil change)	58
Tire purchase reports (tracks tire purchases)	44

*Total exceeds 100% because of multiple answers. Source: Runzheimer

Table 3

Companies With On-Line Direct Access to Leasing Company Computers

Type of Management	Percent of Respondents* With On-Line Direct Access	Without On-Line Direct Access
Totally leased	33	67
Totally company-owned	4	96
Company-owned & leased	3	97
Others	0	100

*Total exceeds 100% because of multiple answers. Source: Runzheimer

Table 4

percent of the respondents, while 14 percent of the respondents were managers of government fleets. The other 67 percent manage insurance, manufacturing, retail, and other types of fleets (Table 8).

The source of this article is a survey conducted by Runzheimer Reports on Transportation.

Computerized Reports Respondents Obtain From a Leasing Company

Reports	Percent of Respondents*
Type of unit analysis (cost of individual units)	78
Production report (mpg and cost-per-mile)	62
Area report (car cost data by divisions, branches, regions)	59
Tire purchase reports (tracks tire purchases)	54
Oil change reports (shows frequency of oil change)	43

*Total exceeds 100% because of multiple answers.

Table 5

Source: Runzheimer

Statistical Profile of Responding Fleets

Number of Cars	Percent of Respondents
100 or Fewer	26
101-300	29
301-500	13
501-1,000	15
1,001 or More	17
TOTAL	100

Table 6

Type of Fleet Management

Type of Management	Percent of Respondents
Totally company-owned	43
Totally leased	21
Company-owned & leased	24
Others	12
TOTAL	100

Table 7

Business Classification Of Respondents

Business Classification	Percent of Respondents
Utility	19
Government	14
Insurance	10
Mfg., Industrial	10
Service	7
Financial Institution	6
Food/Beverage	6
Chemical/Petroleum	5
Mfg., Consumer	5
Drug/Cosmetic	4
Other*	14
Total	100

*Includes retail, construction, and mining respondents.

Table 8

New Software Helps Smaller Fleets

Fleets operating between 50 and 500 vehicles can now utilize a computer-based system to record, track, analyze, and forecast all aspects of fleet asset management. ACT Computer Services Ltd., a Canadian firm specializing in fleet management software, is now marketing its products in the United States.

ACT's newest product, Equipment Management System (EMS/PC), is based on the IBM PC platform, and offers many of the functions of ACT's flagship product Mobile Equipment Services Information System (MESIS). In conjunction with Prototype Inc., ACT has developed EMS/PC to enable fleet managers to work in a paperless maintenance environment by utilizing hand-held bar-code data entry devices.

With EMS/PC, a fleet's computer system can be used as a tool to accept and edit raw data and produce displays and reports for all levels of management. Among the areas EMS/PC concentrates on are equipment inventory and characteristics, equipment productivity, labor productivity, and parts and fuel inventories.

In order to manage and operate a fleet's assets, and to make more informed business decisions, data must be well organized and readily available. To reduce unnecessary costs for fleet operations, inadequate information must be updated and stored in a more efficient manner.

Circle 201 on Inquiry Card

USED CARS

The following are average used-car prices for the period ending June 1, 1989. Prices are based on wholesale activity at major dealers across the country. They are divided into three zones as indicated on the accompanying map. These averages are calculated electronically in IBM machines. They are based on clean cars only. Proper allowance should be made for upgrading sharp cars and proper deduction taken for fair cars. Automatic transmissions have been included in the averages of all models. This information is published in *Automotive Fleet* by special permission of Automotive Market Report.

Model	AVERAGE AUCTION PRICE Zone 1	Zone 2	Zone 3
87 BUICK SKYHAWK			
Cust Coupe	5252	5304	5146
Cust Sdn	5331	5385	5225
87 BUICK CENTURY			
Cust Sdn	6681	6748	6548
86 BUICK CENTURY			
Cust Sdn	5464	5518	5356
87 BUICK SKYLARK			
Cust Sdn	6631	6696	6499
86 BUICK SKYLARK			
Cust Sdn	5486	5540	5376
87 BUICK SOMERSET REGAL			
Coupe	6631	6696	6499
87 BUICK RIVIERA			
Coupe	10,067	10,167	9,864
86 BUICK RIVIERA			
Coupe	8727	8814	8550
87 BUICK LE SABRE			
Cust Sdn	8360	8441	8190
87 CADILLAC DE VILLE			
Cpe	12,892	13,021	12,634
Sdn	13,050	13,182	12,791
86 CADILLAC DE VILLE			
Cpe	10,386	10,492	10,180
Sdn	10,523	10,629	10,313
87 CADILLAC SEVILLE			
Sdn	14,255	14,398	13,970
86 CADILLAC SEVILLE			
Sdn	12,883	13,010	12,624
87 CHEVY CAMARO			
Cpe	6759	6826	6622
86 CHEVY CAMARO			
Cpe	5748	5806	5633
87 CHEVY CAVALIER			
Sdn	4867	4915	4769
86 CHEVY CAVALIER			
Sdn	3950	3992	3873
87 CHEVY CELEBRITY			
Sdn	5897	6047	5867
86 CHEVY CELEBRITY			
Sdn	4765	4813	4670
87 CHEVY CAPRICE			
Sdn	6868	6937	6730
87 CHEVY CORSICA			
Sdn	5721	5781	5608
87 CHEVY BERETTA			
Cpe	6179	6241	6054
87 CHRYSLER LE BARON			
Sdn	5940	5999	5821
86 CHRYSLER LE BARON			
Cpe	4809	4857	4714
Sdn	4857	4905	4761
87 CHRYSLER FIFTH AVENUE			
Sdn	9073	9162	8890
86 CHRYSLER FIFTH AVENUE			
Sdn	7561	7636	7411
87 DODGE OMNI AMERICA			
Htchbk 5 Dr	3880	3919	3804
86 DODGE OMNI			
Htchbk 4 Dr	2962	2989	3804
87 DODGE ARIES			
Sdn	4798	4846	4701
86 DODGE ARIES			
Sdn	3744	3781	3669
87 DODGE DIPLOMAT			
Sln Sdn	5419	5473	5312
86 DODGE DIPLOMAT			
Sln Sdn	4395	4440	4306
87 DODGE 600			
Sdn	5635	5692	5523
86 DODGE 600			
Sdn	4632	4678	4537
87 FORD ESCORT			
Htchbk 4 Dr GL Series	4280	4321	4191
86 FORD ESCORT			
Htchbk 4 Dr L Series	3125	3156	3059
87 FORD MUSTANG			
LX-4 Cpe	5752	5810	5635
86 FORD MUSTANG			
LX-4 Cpe	4620	4663	4525
87 FORD TAURUS			
GL Sdn 4 Dr	7039	7110	6897
87 FORD TEMPO			
GL Sdn 4 Dr	5048	5099	4947
86 FORD TEMPO			
GL Sdn 4 Dr	4002	4039	3918
86 FORD LTD			
Sdn	4140	4185	4059
87 FORD CROWN VIC			
Sdn	8888	8978	8714
86 FORD CROWN VIC			
Sdn	7404	7478	7254
87 FORD THUNDERBIRD			
Cpe	7920	8001	7762
86 FORD THUNDERBIRD			
Cpe	6315	6378	6190
87 LINCOLN CONTINENTAL			
Sdn	14,633	14,778	14,337
Town Car Sdn	13,427	13,560	13,157
Mark VII Cpe	14,383	14,528	14,096
86 LINCOLN CONTINENTAL			
Sdn	12,866	12,986	11,629
Town Car Sdn	10,923	11,035	10,706
Mark VII Cpe	11,637	11,754	11,405
87 MERCURY COUGAR			
LS Cpe	8336	8419	8171
86 MERCURY COUGAR			
LS Cpe	7004	7073	6863
87 MERCURY TOPAZ			
GS Sdn 4 Dr	5084	5132	4979
86 MERCURY TOPAZ			
GS Sdn 4 Dr	4063	4103	3982
86 MERCURY MARQUIS			
Sdn	4219	4260	4134
87 MERCURY GRAND MARQUIS			
Sdn GS	9503	9597	9311
86 MERCURY GRAND MARQUIS			
Sdn	4219	4260	4134
87 NISSAN SENTRA			
Sedan 2 Dr	4063	4103	3980
87 NISSAN STANZA			
E Ntch 4 Dr	6443	6507	6313
87 NISSAN MAXIMA			
SE Sedan	9751	9847	9555
86 NISSAN SENTRA			
Std Sedan 2 Dr	3006	3036	2946
86 NISSAN STANZA			
GL Ntch 4 Dr	5143	5193	5040
86 NISSAN MAXIMA			
SE Sedan	7961	8041	7802
87 OLDS FIRENZA			
Sedan	5331	5385	5225
86 OLDS FIRENZA			
Sedan	4315	4356	4228
87 OLDS CIERA			
S Coupe	6664	6731	6531
Sedan	6741	6808	6605
86 OLDS CIERA			
LS Coupe	5336	5390	5229
LS Sedan	5401	5454	5295
87 OLDS CALAIS			
Sedan	6626	6691	6495
87 OLDS CUTLASS SUPREME			
Coupe	7649	7725	7497
Sedan	7649	7725	7497
86 OLDS CUTLASS SUPREME			
Coupe	6112	6173	5990
Sedan	6959	6017	5837
87 OLDS 98			
Regency Sedan	9859	9957	9663
86 OLDS 98			
Rgcy Sedan	8114	8194	7951
87 PLYMOUTH HORIZON			
Htchbk 5 Dr	3855	3893	3779
86 PLYMOUTH HORIZON			
Htchbk 4 Dr	2956	2985	2986
87 PLYMOUTH RELIANT			
Sedan	4812	4861	4715
86 PLYMOUTH RELIANT			
Sedan	3729	3767	3653
87 PLYMOUTH CARAVELLE			
SE Sedan	5523	5577	5410
87 PLYMOUTH GRAN FURY			
Salon Sedan	5412	5466	5305
86 PLYMOUTH GRAN FURY			
Salon Sedan	4406	4448	4317
87 PONTIAC SUNBIRD			
SE Coupe	5117	5167	5012
Sedan	5038	5088	4937
86 PONTIAC SUNBIRD			
SE Coupe	4225	4266	4140
Sedan	4191	4233	4107
87 PONTIAC 6000			
Coupe	6191	6253	6068
Sedan	6265	6326	6141
86 PONTIAC 6000			
Coupe	4957	5006	4859
Sedan	5015	5066	4916
87 PONTIAC GRAND AM			
Sedan	6850	6920	6712
87 PONTIAC FIREBIRD			
Coupe	6833	6900	6695
86 PONTIAC FIREBIRD			
Coupe	5821	5878	5704
87 PONTIAC BONNEVILLE			
Sedan	8387	8473	8218
86 PONTIAC BONNEVILLE			
Sedan	5696	5754	5583
87 PONTIAC GRAND PRIX			
Coupe	7682	7760	7530
86 PONTIAC GRAND PRIX			
Coupe	6198	6260	6072
87 TOYOTA COROLLA			
Sedan 4 Dr Deluxe	5636	5691	5522
87 TOYOTA CAMRY			
Sedan 4 Dr Deluxe	8256	8339	8092
87 TOYOTA CRESSIDA			
Lux Sedan	11,936	12,054	11,696
86 TOYOTA COROLLA			
Sedan 4 Dr Deluxe	4609	4656	4516
86 TOYOTA CAMRY			
Sedan 4 Dr Deluxe	6200	6261	6076
86 TOYOTA CRESSIDA			
Lux Sedan	9422	9517	9234
87 VOLKSWAGEN JETTA			
Sedan 4 Dr	6439	6504	6311
86 VOLKSWAGEN JETTA			
Sedan 4 Dr	5450	5504	5341

CALENDAR

JULY

7-9—The Consumer Security Product Show, Los Angeles Convention Center, North Hall, Los Angeles, CA. Information: (213) 376-8788 Ext. 55.

11-12—1989 Washington Conference and Exhibition on Underground Storage Tanks, Radisson Mark Plaza Hotel, Alexandria, VA. Information: (800) 424-9068.

11-13—Maintenance of Commercial Vehicles, University of Delaware, Wilmington, DE. Information (302) 573-4435.

12-14—International Trucking Show, Convention Center, Anaheim, CA. Information (415) 349-4876.

30-Aug. 2—NAFA Law Enforcement Conference, Pheasant Run Resort, St. Charles, IL. Information: (201) 494-8100.

AUGUST

26-30—International Association of Fire Chiefs, Annual Convention, The Westin Hotel, Indianapolis, IN. Information: (202) 833-3402.

SEPTEMBER

7-9—Eighth Annual Land Mobile Expo East, Orange County Convention Center, Orlando, FL. Information: (303) 220-0600.

10-14—American Association of Motor Vehicle Administrators Annual Conference, Fairmont Hotel, New Orleans, LA. Information: (703) 522-4200.

13-16—National Association of Fleet Resale Dealers Fifth Annual Conference, Las Vegas Tropicana Hotel, Las Vegas, NV. Information: (213) 838-3168.

15-19—1989 International Baking Industry Exposition, Las Vegas Convention Center, Las Vegas, NV. Information: (202) 296-5800.

17-18—American Automotive Leasing Association's Mid-Year Meeting, Four Seasons Hotel, Chicago, IL. Information: (202) 223-2600.

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GAS PRICES

UNLEADED

City	Cost Per Gallon Unleaded Full-Serve	Self-Serve
Juneau, AK	165.9c	152.2c
Kingman, AZ	160.6	130.9
Pasadena, CA	133.9	106.9
Pueblo, CO	131.9	115.6
Miami, FL	137.9	105.5
Wichita, KS	137.2	106.3
Worcester, MA	127.4	104.9
Rochester, MN	150.9	115.9
St. Charles, MO	122.9	97.4
Raleigh, NC	143.4	121.4
New York City, NY	128.4	96.9
Uniontown, PA	118.5	103.9
Chattanooga, TN	147.9	114.6
Dallas, TX	143.1	105.7
Madison, WI	148.9	116.4

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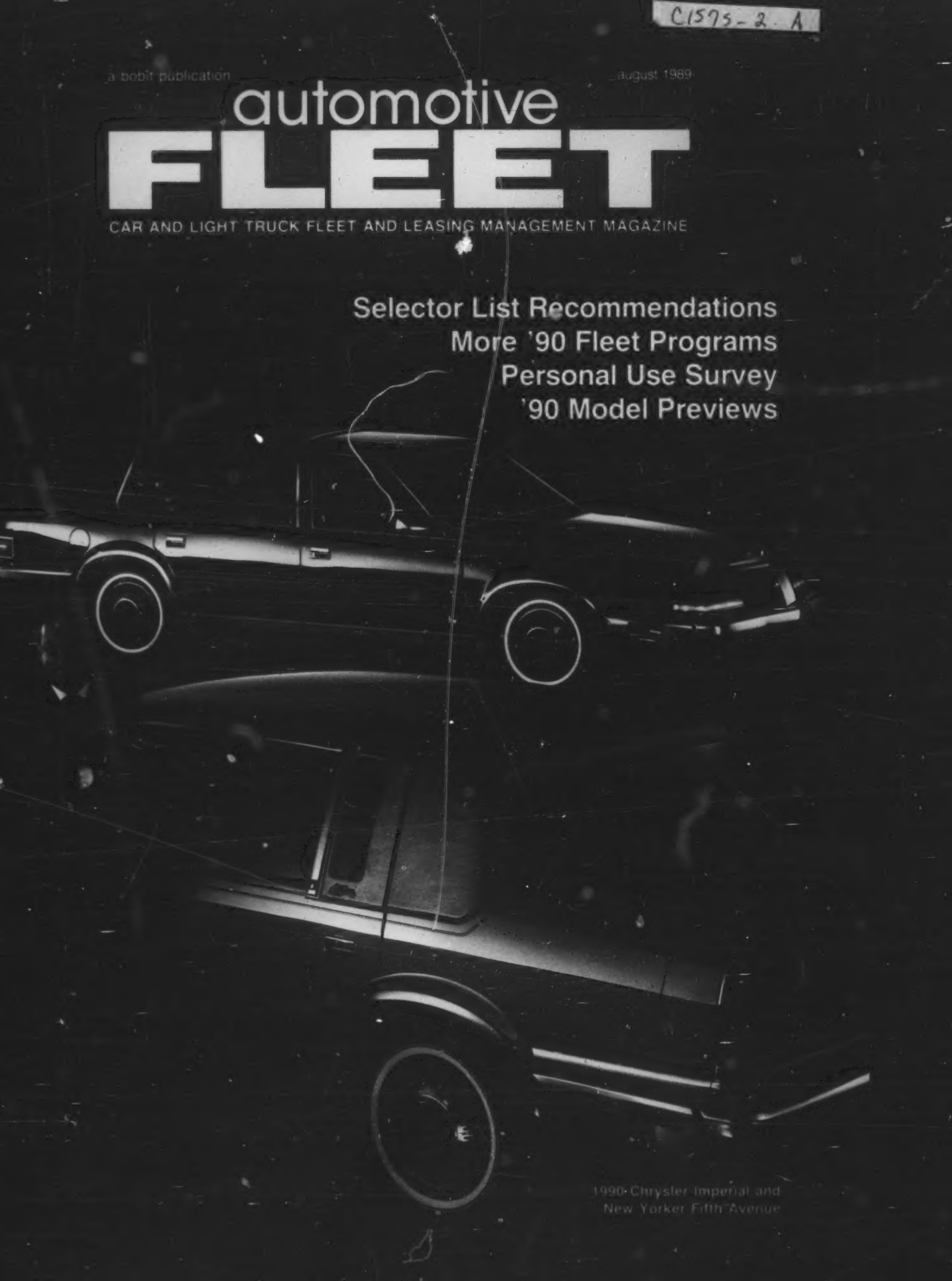
Selector List Recommendations
More '90 Fleet Programs
Personal Use Survey
'90 Model Previews



1990 Chrysler Imperial and New Yorker Fifth Avenue

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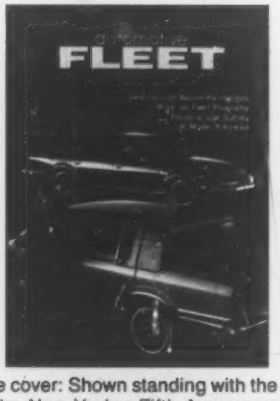

On the cover: Shown standing with the 1990 Chrysler New Yorker Fifth Avenue and Imperial is Hal Barton, general manager of fleet operations for Chrysler Motors.

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In reviewing 1990-model year fleet recommendations from the industry's major leasing companies, more import models have appeared and more specific vehicle classifications have been developed.

1990 Lessor Recommendations

ARI

A smoothly run fleet begins with the selection of the *right* vehicles. While each fleet manager has a specific criteria that must be met, the overall goal, according to ARI, is to assemble a fleet which is operationally efficient, cost-effective, good for driver morale, and compatible with a company's image. Choosing the right options for fleet vehicles is important also, as they both satisfy drivers' needs and help increase the resale value of a vehicle. ARI has suggested that the following basic minimum equipment be ordered on all vehicles, regardless of make or model: automatic transmission, air conditioning, power steering and brakes, AM/FM stereo radio, tinted glass, bodyside moldings, wheel covers, cloth interior, and rear window defroster.

Subcompact

Make/Model
(Four-door Sedan or Hatchback when possible)

Chevrolet Cavalier
Dodge Shadow
Ford Escort
Plymouth Sundance
Pontiac Sunbird

Compact

Make/Model
(Four-door Sedan or Hatchback when possible)

Chevrolet Corsica
Dodge Spirit
Ford Tempo
Oldsmobile Cutlass Calais
Pontiac Grand Am

Cruise Control, Rear Window Defroster, Whitewall Tires, Six-Cylinder Engine (where available).

Mid-Size

Make/Model
(Two-door and Four-door Sedan)

Buick Regal
Chevrolet Lumina
Dodge Dynasty
Oldsmobile Cutlass Supreme
Pontiac Grand Prix
Pontiac 6000
Ford Taurus
Mercury Sable
Toyota Camry

Cruise Control, Rear Window Defroster, Whitewall Tires, Six-Cylinder Engine.

Two-Door Specialty

Make/Model

Chrysler LeBaron Coupe
Ford Thunderbird
Mercury Cougar

Cruise Control, Power Windows, Rear Window Defroster, Whitewall Tires, Tilt Wheel, Six-Cylinder Engine.

Full-Size/Utility

Make/Model
(Four-Door Sedan)

Chevrolet Caprice
Ford LTD Crown Victoria "S"

Cruise Control, Rear Window Defroster, Whitewall Tires, Six-Cylinder Engine.

Full-Size/Management

Make/Model
(Four-Door Sedan)

Buick LeSabre
Chrysler New Yorker Salon
Ford LTD Crown Victoria
Mercury Grand Marquis
Oldsmobile 88 Royale
Pontiac Bonneville

Cruise Control, Power Windows, Door Locks and Seats, Tilt Wheel, Rear Window Defroster, Whitewall Tires, Eight-Cylinder Engine (where available).

Wagon/Subcompact/Compact

Make/Model

Chevrolet Cavalier
Ford Escort

Wagon/Mid-Size/Full-Size

Make/Model

Chevrolet Celebrity
Chevrolet Lumina
Dodge Caravan
Mercury Sable
Oldsmobile Silhouette
Plymouth Voyager

Ford Taurus
Mercury Sable
Pontiac Trans Sport
Toyota Camry

ASSOCIATES LEASING, INC.

Determining the type of vehicle, equipment level, and replacement cycling program best suited to a particular fleet should be done after considering a variety of elements, suggests Associates Leasing, including the intended application of a vehicle, its estimated monthly mileage, planned preventive maintenance schedule, geographic area of operation, company image, and fleet budget. The following recommendations in several categories are based on extensive research into acquisition costs, operating costs, and resale value.

Executive/Luxury Class

Make/Model

Buick Electra
Buick Riviera
Chrysler New Yorker Fifth Avenue/ New Yorker Landau
Chrysler TC
Lincoln Continental
Lincoln Mark VII
Lincoln Town Car
Mercury Grand Marquis LS
Nissan Maxima
Oldsmobile 98 Regency
Oldsmobile Toronado
Toyota Cressida

Equipment: Air Conditioning, AM/FM Stereo w/Cassette, Tinted Glass, Cruise Control, Dual Remote Mirrors, Floor Mats, Body Side Moldings, Power Door Locks, Rear Window Defroster, Steel Belted Radial Whitewall Tires, Wire Wheel Covers, Power Windows, Power Seats, Tilt Steering Wheel, and Remote Trunk Release.

Recommended Replacement Cycling: 36 months or 50,000 miles.

Full-Size

Make/Model

Buick LeSabre
Chevrolet Caprice
Chrysler New Yorker Salon
Eagle Premier
Ford LTD Crown Victoria
Oldsmobile 88 Royale
Pontiac Bonneville

Equipment: Air Conditioning, AM/FM Stereo, Tinted Glass, Body Side Moldings, Dual Mirrors/Left-Hand Remote, Steel Belted Radial Whitewall Tires, Full Wheel Covers, Floor Mats, Cruise Control, Tilt Steering Wheel, Rear Window Defroster, Power Door Locks, Eight-Cylinder Engine (where available).

Recommended Replacement Cycling: 36 months or 55,000 miles.

Intermediate — Class I & II

Make/Model

Buick Century
Chevrolet Lumina
Chrysler LeBaron Landau
Dodge Dynasty
Ford Taurus
Mercury Sable
Oldsmobile Cutlass Ciera
Oldsmobile Cutlass Supreme
Pontiac Grand Prix
Pontiac 6000 LE

Equipment: Automatic Transmission, Air Conditioning, AM/FM Stereo, Tinted Glass, Body Side Moldings, Power Steering, Power Brakes, Floor Mats, Tilt Steering Wheel, Left-Hand Remote Mirror, Cruise Control, Rear Window Defroster, Deluxe Wheel Covers, and Steel Belted Radial Whitewall Tires.

Recommended Replacement Cycling: 36 months or 55,000 miles.

Compact

Make/Model

Buick Skylark
Oldsmobile Cutlass Calais
Chevrolet Corsica
Dodge Spirit
Ford Tempo
Mercury Topaz
Plymouth Acclaim
Pontiac Grand Am
Toyota Camry

Equipment: Automatic Transmission, Air Conditioning, AM/FM Stereo, Floor Mats, Tinted Glass, Body Side Moldings, Dual Mirrors/Left-Hand Remote, Power Steering, Power Brakes, Steel Belted Radial Whitewall Tires, Deluxe Wheel Covers, Rear Window Defroster, Cruise Control, Tilt Steering Wheel, Four-Cylinder Engine.

Recommended Replacement Cycling: 36 months or 55,000 miles.

Subcompact

Make/Model

Buick Skyhawk
Chevrolet Cavalier
Dodge Omni
Dodge Shadow
Ford Escort
Ford Festiva
Mercury Tracer
Nissan Pulsar
Nissan Sentra
Plymouth Sundance
Pontiac LeMans
Pontiac Sunbird
Toyota Corolla
Toyota Tercel

Equipment: Automatic Transmission, Air Conditioning, AM/FM Stereo, Tinted Glass, Floor Mats, Full Wheel Covers, Left-Hand Remote Mirror, Power Steering, Power Brakes, Steel Belted Radial Whitewall Tires, Body Side Moldings, and Rear Window Defroster, Four-Cylinder Engine.

Recommended Replacement Cycling: 36 months or 55,000 miles

Station Wagons

Make/Model

Buick Century
Buick Estate
Buick Skyhawk
Chevrolet Caprice Classic
Chevrolet Cavalier
Chevrolet Celebrity
Ford Crown Victoria/Country Squire
Ford Escort
Ford Taurus
Mercury Colony Park
Mercury Sable
Mercury Tracer
Nissan Sentra
Oldsmobile Custom Cruiser
Oldsmobile Cutlass Cruiser
Pontiac 6000
Toyota Camry
Toyota Corolla

DONLEN

Donlen Corp. evaluates three primary areas of selection parameters in developing fleet recommendations—acquisition, operating costs, and resale value. For the 1990-model year, Donlen emphasizes selection of models which offer the best collection of driver-oriented features per size classification category. Initial vehicle cost, available incentive programs, fuel efficiency, vehicle serviceability, and cycling time frames also are important factors which are weighed in vehicle selection. Especially in 1990, the lessor stresses the importance of seasonal replacements (fall and spring delivery), cycling not to exceed 55,000 miles, and ordering of options to enhance its resale value.

Subcompact

Make/Model

Dodge Shadow
Eagle Summit
Ford Escort
Mercury Tracer
Plymouth Sundance
Pontiac LeMans
Toyota Corolla

RECOMMENDATIONS

Recommended Equipment: Standard—Plus: Air Conditioning, AM/FM Stereo, Body Side Moldings, Power Brakes, Power Steering, Rear Defroster and Tinted Glass.

Compact

Make/Model

Buick Skylark
Chevrolet Cavalier
Chevrolet Corsica
Dodge Spirit
Ford Tempo
Mercury Topaz
Oldsmobile Cutlass Calais
Plymouth Acclaim
Pontiac Grand Am
Pontiac Sunbird

Recommended Equipment: Standard—Plus: Air Conditioning, AM/FM Stereo, Automatic Transmission, Body Side Moldings, Full Wheel Covers, Power Brakes, Power Steering, Rear Defroster, Sport Mirrors, and Tinted Glass.

Intermediate — Class I

Make/Model

Buick Century
Chevrolet Lumina
Chrysler LeBaron
Dodge Dynasty
Ford Taurus
Nissan Stanza
Oldsmobile Ciera
Pontiac 6000
Toyota Camry

Recommended Equipment: Standard—Plus: Air Conditioning, AM/FM Stereo, Body Side Moldings, Cruise Control, Delay Wiper, Floor Mats, Light and Convenience Group, Rear Defroster, Split Seat, Sport Mirrors, Tilt Steering, Tinted Glass, and White Wall Tires.

Intermediate — Class II

Make/Model

Buick Regal
Chrysler New Yorker Salon
Eagle Premier
Mercury Sable
Oldsmobile Cutlass Supreme
Pontiac Grand Prix

Recommended Equipment: Standard—Plus: Air Conditioning, AM/FM Stereo Cassette, Body Side Moldings, Cruise Control, Delay Wiper, Door Edge Guards, Floor Mats, Power Antenna, Power Locks, Power Windows, Rear Defroster, Split Seat, Tilt Steering, and White Wall Tires.

Full-Size

Make/Model

Buick LeSabre
Chevrolet Caprice
Chrysler New Yorker Landau
Ford LTD Crown Victoria
Mercury Grand Marquis
Oldsmobile 88 Royale
Pontiac Bonneville

Recommended Equipment: Standard—Plus: Air Conditioning, AM/FM Stereo Cassette, Body Side Moldings, Cruise Control, Delay Wipers, Door Edge Guards, Dual Remote Mirrors, Floor Mats, Power Antenna, Power Locks, Power Seat - Driver, Power Trunk, Power Windows, Rear Defroster, Split Seat, Tilt Steering, and White Wall Tires.

Luxury

Make/Model

Buick Electra
Cadillac DeVille
Cadillac Fleetwood
Chrysler Imperial
Lincoln Continental
Lincoln Town Car
Nissan Maxima
Oldsmobile 98 Regency
Toyota Cressida

Recommended Equipment: Standard—Plus: Air Conditioning, AM/FM Stereo Cassette, Bumper Guards, Cruise Control, Dual Power Mirrors, Floor Mats, Illuminated Visor Vanity Mirror, Light Group, Power Antenna, Power Driver Seat, Power Locks, Power Trunk, Power Windows, Rear Defroster, Tilt Steering, and Wire Wheels with Locks.

Specialty Coupes

Make/Model

Buick Regal
Chrysler LeBaron
Ford Thunderbird
Mercury Cougar
Oldsmobile Cutlass Supreme
Pontiac Grand Prix

Recommended Equipment: Standard—Plus: AM/FM Stereo Cassette, Cruise Control, Delay Wiper, Illuminated Visor Vanity Mirror, Light and Convenience Group, Power Antenna, Power Door Locks, Power Trunk, Power Windows, Rear Defroster, Tilt Steering, and Tinted Glass.

GE CAPITAL FLEET SERVICES

As the high-tech decade of the 1980s comes to a close, the automotive industry is embracing the 1990s by responding to demands for improved styling, performance, and service. In response to buyer demand, one of the strongest trends for the coming decade is improving acceleration, power, and handling at higher speeds. GE Capital Fleet Services' fleet recommendations for 1990 include acquisition cost and estimated city and highway mpg.

Luxury

Make/Model	Acquisition Cost	EPA MPG City/Hwy.
Buick Park Avenue Ultra	$24,977	17/24
Cadillac Brougham	$24,882	17/24
Cadillac DeVille	$24,957	17/25
Chrysler Imperial	$21,122	18/26
Lincoln Town Car	$24,496	17/24
Olds 98 Regency Brougham	$20,722	18/25
Olds Toronado	$23,227	19/28
Toyota Cressida	$19,982	19/24

Full-Size

Make/Model	Acquisition Cost	EPA MPG City/Hwy.
Buick LeSabre	$15,227	18/28
Chevrolet Caprice Classic	$14,372	19/27
Eagle Premier	$13,895	18/27
Ford Crown Victoria	$15,274	17/24
Nissan Maxima GXE	$15,669	19/26
Olds 88 Royale	$15,055	18/24
Pontiac Bonneville	$14,549	18/28

Specialty

Make/Model	Acquisition Cost	EPA MPG City/Hwy.
Buick Regal	$14,178	19/30
Chevrolet Beretta	$11,882	20/27
Dodge Daytona	$11,357	N/A
Ford Probe	$12,671	24/31
Ford Thunderbird	$14,703	21/27
Oldsmobile Cutlass Supreme	$14,930	18/23
Pontiac Grand Prix LE	$15,035	18/23

RECOMMENDATIONS

Mid-Size

Make/Model	Acquisition Cost	EPA MPG City/Hwy.
Buick Century Custom	$12,185	20/27
Chevrolet Lumina	$11,501	19/30
Dodge Dynasty	$11,406	18/26
Ford Taurus GL	$12,296	21/29
Mazda 626 DX	$11,288	24/31
Mercury Sable GS	$13,912	21/29
Oldsmobile Cutlass Ciera	$12,134	20/27
Pontiac 6000 LE	$11,662	20/27
Toyota Camry DX		24/30

Recommended Equipment: Four-cylinder Engine, Automatic Transmission, Power Steering, Power Brakes, AM/FM Stereo Radio, Dual Mirrors, Air Conditioning, Tinted Glass Windows, Cruise Control, Tilt Steering Wheel, Electric Rear Window Defroster, Front and Rear Mats, Body Side Moldings, and White Sidewall Tires.

Functional Compact

Make/Model	Acquisition Cost	EPA MPG City/Hwy.
Buick Skylark	$11,493	23/30
Chevrolet Corsica	$10,645	24/31
Dodge Shadow	$ 9,801	26/28
Ford Tempo GL	$10,124	24/34
Mercury Topaz GS	$10,372	22/26
Mazda 323 SE	$ 9,502	28/33
Oldsmobile Cutlass Calais	$11,257	24/32
Plymouth Acclaim	$10,457	25/27
Plymouth Sundance	$ 9,889	26/28
Pontiac Grand Am	$11,224	23/31
Toyota Corolla DX	$ 9,980	27/34
Volkswagen Jetta GL	$10,926	25/34

Efficiency Subcompact

Make/Model	Acquisition Cost	EPA MPG City/Hwy.
Chevrolet Cavalier	$ 9,934	25/32
Dodge Omni	$ 8,494	27/29
Ford Escort	$ 9,323	26/31
Mercury Tracer	$ 9,771	28/35
Nissan Sentra E	$ 9,760	26/30
Pontiac Sunbird	$10,300	26/32
Toyota Tercel DX	$ 9,642	28/32

Full-Size Wagon

Make/Model	Acquisition Cost	EPA MPG City/Hwy.
Buick Estate	$16,702	19/28
Chevrolet Caprice Classic	$15,041	18/25
Ford Crown Victoria	$15,373	17/24
Oldsmobile Custom Cruiser	$16,253	16/22

U.S. FLEET LEASING

U.S. Fleet Leasing ranks all passenger cars within classes according to the projected total cost per month and cost per mile for 36 months. The components of total cost are fixed costs and operating costs. The estimates of cost are for operating each vehicle for 24 months at 50,000 miles or 36 months at 60,000 miles. The total cost leaders of each classification are USFL's key recommendations for the 1990-model year.

Key 1990 Recommendations

The top-ranked mid-size sedan is the all-new **Chevrolet Lumina**, the first four-door GM model built on the GM-10 platform. With a new-model status, low projected fixed and operating costs, and an early year introduction (May 1989), the Lumina, which replaces the Celebrity, offers more interior room, aerodynamic styling, and technological features designed to ease maintenance and improve performance.

The **Ford Taurus L** is also a highly-recommended mid-size sedan, as are the **Dodge Dynasty, Pontiac 6000 LE, Oldsmobile Cutlass Ciera SL, Mercury Sable GS,** and **Buick Century Custom.**

In **other popular sizes**, these are USFL's top-rated models:

Compact: **Ford Escort LX**
Large Compact: **Oldsmobile Cutlass Calais**
Large: **Pontiac Bonneville LE**
Semi-Luxury: **Nissan Maxima GXE**
Luxury: **Cadillac Coupe DeVille**
Compact Station Wagon: **Ford Escort LX**
Mid-Size Station Wagon: **Ford Taurus L**
Large Station Wagon: **Chevrolet Caprice Classic**

LEASE PLAN USA

The 1990-model year appears to be not only one of refinement of most models, but one of challenge to the lessee as to which methods will keep operating expenses and depreciation efficiently managed. Because the first half of 1989 saw fuel prices rise approximately 20 cents per gallon nationwide, Lease Plan recommends a practical approach towards powering new vehicles. Mid-size vehicles are designed to perform best when equipped with the smallest V-6 engines available. In many cases, substituting the four-cylinder will not produce much better economy but rather will overwork the engine and shorten the life of a vehicle. On compact vehicles, though, four-cylinder engines are better suited rather than the V-6.

Subcompact

Dodge Colt E
Dodge Omni
Ford Escort LX
Ford Festiva LX
Geo Metro
Geo Prizm
Geo Storm
Mercury Tracer
Nissan Sentra XE
Plymouth Horizon America
Pontiac LeMans LE
Toyota Corolla DX
Toyota Tercel DX

Compact

Buick Skylark Custom
Chevrolet Cavalier
Chevrolet Corsica
Dodge Shadow
Eagle Medallion
Ford Tempo GL
Mercury Topaz GL
Nissan Sentra XE
Oldsmobile Cutlass Calais
Plymouth Sundance
Pontiac Sunbird LE
Pontiac Grand Am LE

Mid-Size

Buick Century Custom
Chevrolet Lumina
Dodge Spirit
Ford Taurus L
Mercury Sable GS
Oldsmobile Cutlass Ciera
Plymouth Acclaim
Pontiac 6000 LE
Toyota Camry DX

RECOMMENDATIONS

Full-Size

Buick Electra Limited
Buick LeSabre Custom
Chevrolet Caprice
Chrysler New Yorker Salon
Dodge Dynasty
Eagle Premier LX
Ford LTD Crown Victoria
Mercury Grand Marquis LS
Oldsmobile 88 Royale
Oldsmobile 98 Regency
Pontiac Bonneville LE

Luxury

Buick Reatta
Buick Riviera
Cadillac Allante
Cadillac Brougham
Cadillac DeVille
Cadillac Fleetwood
Cadillac ElDorado
Cadillac Seville
Chrysler Imperial
Chrysler New York Fifth Avenue
Lincoln Continental
Lincoln Mark VII LSC
Lincoln Town Car
Oldsmobile Toronado
Nissan Maxima GXE
Toyota Cressida

Sports/Specialty

Buick Regal
Chevrolet Beretta
Chevrolet Camaro RS
Chrysler LeBaron Coupe
Chrysler LeBaron Convertible
Chrysler TC
Dodge Daytona UL
Ford Mustang LX
Ford Probe LX
Ford Thunderbird
Mercury Capri
Mercury Cougar LS
Mercury Scorpio
Oldsmobile Cutlass Supreme
Plymouth Laser
Pontiac Firebird Trans Am
Pontiac Grand Prix

Compact Vans

Chevrolet Astro
Chevrolet Lumina APV
Chrysler Town & Country
Dodge Caravan
Ford Aerostar
Plymouth Voyager
Grand Caravan/Voyager

LEND LEASE CARS

This lessor, fully aware of the difficulties associated with developing a selector list, established The Pricer system to help fleet managers in ordering company vehicles. Packaging and the limited ability to change vehicle orders once placed with the factory have made the need for accuracy much greater. The prices listed below are Pricer-generated from the most current 1989 prices available, and do not reflect incentive program adjustments or any 1990 price increases.

Full-Size

Make/Model	Cost
Buick LeSabre	$14,383
Chevrolet Caprice	$13,991
Chrysler New Yorker Salon	$15,418
Eagle Premier LX	$13,700
Ford LTD Crown Victoria	$15,303
Mercury Grand Marquis	$15,458
Oldsmobile 88 Royale	$14,443
Pontiac Bonneville	$14,141

Recommended Equipment: Six or Eight-cylinder Engine, Automatic Transmission, Power Steering, Power Brakes, AM/FM Stereo Radio, Dual Mirrors, Air Conditioning, Tinted Glass, Power Door Locks, Power Windows, Cruise Control, Tilt Steering Wheel, Electric Rear Window Defroster, Front and Rear Mats, White Sidewall Tires, and Body Side Moldings.

Mid-Size

Make/Model	Cost
Buick Century	$12,045
Buick Regal Sedan	$13,403
Chevrolet Lumina	$11,197
Dodge Dynasty	$12,083
Dodge Spirit	$10,135
Ford Taurus	$11,677
Mercury Sable	$12,298
Oldsmobile Cutlass Ciera	$12,096
Oldsmobile Cutlass Supreme Sedan	$13,509
Plymouth Acclaim	$10,069
Pontiac Grand Prix Sedan	$12,885
Pontiac 6000 LE	$11,789

Recommended Equipment: Six-cylinder engine, Automatic Transmission, Power Steering, Power Brakes, AM/FM Stereo Radio, Dual Mirrors, Air Conditioning, Tinted Glass, Cruise Control, Tilt Steering Wheel, Electric Rear Window Defroster, Front and Rear Mats, Body Side Moldings, and White Wall Tires.

Compact

Make/Model	Cost
Buick Skylark	$10,872
Chevrolet Cavalier	$ 9,106
Chevrolet Corsica	$10,168
Dodge Shadow	$ 9,046
Ford Tempo GL	$ 9,287
Mercury Topaz	$ 9,772
Oldsmobile Cutlass Calais	$10,561
Plymouth Sundance	$ 8,590
Pontiac Sunbird	$ 9,192
Pontiac Grand Am	$10,702
Toyota Camry	$11,798

Recommended Equipment: Four-cylinder Engine, Automatic Transmission, Power Steering, Power Brakes, AM/FM Stereo Radio, Dual Mirrors, Air Conditioning, Tinted Glass, Electric Rear Window Defroster, Front and Rear Mats, and Body Side Moldings.

Subcompact

Make/Model	Cost
Dodge Omni	$ 8,280
Ford Escort	$ 8,430
Geo Prizm	$10,305
Plymouth Horizon	$ 8,280
Toyota Corolla DLX	$ 9,283

Recommended Equipment: Four-cylinder Engine, Automatic Transmission, Power Steering, AM/FM Stereo Radio, Dual Mirrors, Power Brakes, Air Conditioning, Tinted Glass, Electric Rear Window Defroster, Front and Rear Mats, and Body Side Moldings.

LMV

More than 150 models are included in LMV Leasing's 1990 fleet recommendations, which cover six different categories. This lessor's recommended options have been included in acquisition cost calculations and should be ordered, if available. They include air conditioning, power steering and brakes, AM/FM stereo,

dual outside mirrors, automatic transmission, rear defroster, and tinted glass. For mid-size and larger vehicles, V-6 engine, power locks and windows, speed control, and tilt steering wheel also are figured into calculations for acquisition cost. In addition, LMV recommends two replacement cycles—40,000 miles at 24 months and 55,000 miles at 36 months.

Utility

(Service vehicles intended primarily for one or two passengers and minimal cargo.)

Buick Skylark
Chevrolet Corsica
Dodge Shadow
Dodge Spirit
Ford Escort
Ford Tempo
Mercury Topaz
Nissan Sentra
Plymouth Acclaim
Plymouth Sundance
Pontiac Grand Am
Toyota Corolla
Toyota Tercel

Sales Type

(Mid-size cars with suitable comfort, styling and cargo capacity for high mileage use by sales personnel.)

Buick Century
Chevrolet Lumina
Dodge Dynasty
Ford Taurus
Mercury Sable
Oldsmobile Cutlass Ciera
Pontiac 6000
Toyota Camry

Station Wagon/Mini-Van

(Vehicles with large cargo capacity and adequate driver comfort. Six-cylinder engines are recommended.)

Station Wagon
Buick Century
Chevrolet Celebrity
Ford Taurus
Oldsmobile Cutlass Ciera
Pontiac 6000

Mini-Van
Chevrolet Astro Van
Dodge Caravan
Ford Aerostar
Plymouth Voyager

Image

(Suitable for managers, supervisors, and other middle to high-ranking officials.)

Buick LeSabre
Chrysler New Yorker
Eagle Premier
Nissan Maxima
Oldsmobile 88 Royale
Pontiac Bonneville

Specialty

(Sporty vehicles for image-conscious personnel.)

Buick Regal
Chevrolet Beretta
Ford Mustang
Ford Probe
Mercury Cougar
Oldsmobile Cutlass Supreme
Pontiac Grand Prix
Toyota Supra

McCULLAGH

Fleet management continues to demand a multitude of awareness of issues ranging from traditional product knowledge to government regulations, energy situations, and tax law impact. The fleet market for the 1990s will be every bit the challenge it was during the 1980s. A number of questions will need to be answered as vehicle exhaust emissions requirements become more and more stringent. Fuel prices may also rise dramatically. McCullagh recommends that more fuel-efficient four- and six-cylinder engines continue to be ordered on a variety of models within each classification as they meet individual business needs.

Standard Vehicles

These vehicles typically serve a sales or service function. Recommended Replacement: 50,000 miles/36 months. Recommended Equipment: Air Conditioning, Automatic Transmission, Body Side Moldings, Power Brakes, Power Steering, AM/FM Stereo, Rear Defogger, Speed Control, Steel Belted Radial Tires, Tinted Glass, and Wheel Covers.

Class I - Full-Size Four-Door Sedan (Highway Service)

Chevrolet Caprice
Ford LTD Crown Victoria S

Class II - Mid-Size Four-Door Sedan (Sales/Service)

Buick Century
Buick Regal Custom (mid-year)
Chevrolet Lumina
Dodge Dynasty
Eagle Premier LX
Ford Taurus
Mercury Sable
Oldsmobile Cutlass Ciera
Oldsmobile Cutlass Supreme Sedan
Pontiac 6000 LE
Pontiac Grand Prix LE Sedan

Class III - Two-Door Specialty Models (Image)

Buick Regal
Chrysler LeBaron Coupe
Ford Thunderbird
Mercury Cougar
Oldsmobile Cutlass Supreme
Pontiac Grand Prix LE

Class IV - Compact Four-Door Sedan (Regular Service)

Buick Skyhawk
Buick Skylark
Chevrolet Cavalier
Chevrolet Corsica
Dodge Spirit
Ford Tempo
Mercury Topaz
Oldsmobile Cutlass Calais
Plymouth Acclaim
Plymouth Sundance
Pontiac Grand Am LE
Pontiac Sunbird LE

Class V - Subcompact Four-Door Sedan (Courier Service)

Dodge Omni
Ford Escort
Plymouth Horizon

Class VI - Mini Vans (Passenger/Cargo Service)

Chevrolet Lumina APV
Chevrolet Astro
Dodge Caravan
Ford Aerostar
Oldsmobile Silhouette
Plymouth Voyager
Pontiac Trans Sport

Management/Executive Vehicles

The vehicles in this class are recommended for functions where operating costs are balanced by other, less tangible requirements. Recommended Replacement: 45,000 miles/24 months. Recommended Equipment: Air Conditioning, Automatic Transmission, Body Side Moldings, Power Brakes, Power Door Locks, Power Steering, Power Windows, Rear Defroster, AM/FM Stereo Cassette, Speed Con-

trol, Steel Belted Radial Tires (all weather), Tilt Wheel, Tinted Glass, and Wheel Covers.

Class I - Management Vehicles Four-Door Sedan

Buick LeSabre
Chrysler New Yorker
Eagle Premier ES
Mercury Grand Marquis
Oldsmobile 88 Royale
Pontiac Bonneville LE

Class II - Executive Vehicles Four-Door Sedan

Buick Electra
Cadillac Fleetwood
Cadillac Sedan DeVille
Cadillac Seville
Chrysler Imperial
Chrysler New Yorker Fifth-Avenue
Lincoln Continental
Lincoln Town Car
Oldsmobile 98 Regency

Class III - Executive Vehicles Two-Door

Buick Riviera
Cadillac Coupe DeVille
Cadillac ElDorado
Lincoln Continental Mark VII
Oldsmobile Toronado

Station Wagons

Most fleet applications of station wagons fall into the Standard Fleets Category (working vehicle emphasizing sales and service). Below is a listing of popular wagons, with cargo area in cubic feet.

Compact

Buick Skyhawk
Chevrolet Cavalier
Ford Escort

Intermediate

Buick Century
Chevrolet Celebrity
Ford Taurus
Mercury Sable
Oldsmobile Cutlass Cruiser
Pontiac 6000

Full-Size

Buick Estate
Chevrolet Caprice Classic
Ford Crown Victoria
Mercury Colony Park
Oldsmobile Custom Cruiser

PHH FleetAmerica

PHH recognizes that there are perfect fleet cars for more than one category of driver and business use, therefore its 1990-model year recommendations offer a variety of categories of vehicles based on EPA ratings, size, style, configuration, and price. Also, hands-on knowledge is required for proper fleet vehicle selection. The fleet manager's analysis is the key factor in creating the perfect fleet car by matching that particular vehicle with a driver to accomplish a specific purpose.

Recommended Equipment: AM/FM Stereo with Cassette, Automatic Transmission, Air Conditioning, Body Side Moldings, Cargo Cover (where applicable), Cloth Interior, Cruise Control, Dual Remote Mirrors, Front and Rear Floor Mats, Power Brakes and Steering, Tilt Wheel, Tinted Glass, Wheel Covers, and White Side Wall Radial Tires.

Compact

Buick Skylark Custom
Chevrolet Cavalier
Chevrolet Corsica LT
Geo Prizm
Dodge Shadow Highline
Ford Tempo
Mercury Topaz GS
Oldsmobile Cutlass Calais
Plymouth Sundance Highline
Pontiac Grand Am LE
Pontiac Sunbird LE
Toyota Corolla Deluxe

"Acquisition Cost" Intermediates

Make/Model

Buick Century Custom
Chevrolet Lumina CL
Dodge Dynasty Highline
Dodge Spirit Premium
Ford Taurus L
Oldsmobile Cutlass Ciera
Plymouth Acclaim Premium
Pontiac 6000 LE

"Best Value" Intermediates

Make/Model

Buick Century Custom
Buick Regal Custom
Chevrolet Lumina Euro
Dodge Dynasty Highline
Eagle Premier LX
Ford Taurus GL
Mercury Sable GS
Oldsmobile Cutlass Supreme
Pontiac Grand Prix LE
Toyota Camry

Sport/Specialty

Make/Model

Buick Regal Custom
Chevrolet Beretta
Chevrolet Lumina Euro
Chrysler LeBaron Highline
Ford Thunderbird
Mercury Cougar LS
Oldsmobile Cutlass Supreme
Pontiac Grand Prix LE

Full-Size

Make/Model

Buick LeSabre Custom
Chevrolet Caprice Classic
Chrysler New Yorker Salon
Ford LTD Crown Victoria S
Oldsmobile 88 Royale
Pontiac Bonneville LE

Luxury

Make/Model

Buick Electra Limited
Buick Park Avenue
Chevrolet Caprice Classic
Chrysler New Yorker Fifth Avneue
Chrysler New Yorker Landau
Mercury Grand Marquis LS
Oldsmobile 98 Regency
Oldsmobile 98 Brougham
Toyota Cressida

Executive

Make/Model

Buick Park Avenue Ultra
Cadillac DeVille
Cadillac Fleetwood
Cadillac Seville
Chrysler Imperial
Lincoln Continental
Lincoln Mark VII
Lincoln Town Car
Oldsmobile 98 Touring

Vans and Wagons

Make/Model

Chevrolet Astro CS
Chevrolet Celebrity CL
Chevrolet Lumina APV
Dodge Caravan SE
Ford Aerostar XL
Ford Taurus L
Plymouth Voyager SE
Pontiac 6000 LE
Pontiac Trans Sport

WHEELS

Creating a vehicle selector has two separate and distinct steps. The first is constructing the selector shell, which contains the distinct use categories, each defined by the nature of the vehicle's application and the minimum requirements for any vehicle to qualify to be included in that category. The second step is the process

of reviewing alternative vehicles and choosing which specific vehicles will be used in each category. Wheels has developed five use categories, each containing a *benchmark* vehicle and listed alternatives for that category. Of course, all vehicles shown in all five categories would not be included in any one fleet selector, but they are included as candidates for selection within a particular use category. Each category includes estimated initial costs and monthly operating costs, which are based on an operating life cycle of 30 months and 55,000 miles.

Category 1

Special fleet for low annual mileage/urban applications. Priority on low cost.

Model (Initial Cost)	Estimated Monthly Operating Cost
Ford Escort LX ($8,968)	$316
Dodge Omni ($8,209)	$300
Plymouth Horizon ($8,209)	$300
Dodge Shadow ($9,584)	$327
Plymouth Sundance ($5,984)	$327
Geo Prizm ($10,271)	$332
Ford Mustang LX* ($9,973)	$333
Mercury Tracer ($9,792)	$340

Basic Equipment: Four-Cylinder Engine, Air Conditioning, AM/FM Stereo, Automatic Transmission, Body Side Moldings, Full Wheel Covers, Left-Hand Remote Mirror, Power Brakes, Power Steering, Tinted Glass, and Whitewall Tires.

**Available as a two-door only.*

Note: Benchmark vehicle in italics.

Category 2

Basic fleet for standard applications. Priority on low cost.

Model (Initial Cost)	Estimated Monthly Operating Cost
Chevrolet Corsica ($10,980)	*$360*
Chevrolet Cavalier ($10,001)	$336
Pontiac Sunbird LE ($10,018)	$337
Ford Tempo GL ($10,205)	$354
Oldsmobile Cutlass Calais ($11,263)	$356
Buick Skylark Custom ($11,311)	$358
Pontiac Grand Am LE ($10,753)	$358
Plymouth Acclaim Highline ($10,784)	$365
Dodge Spirit Highline ($10,852)	$366
Mercury Topaz GS ($10,691)	$366
Ford Tempo LX ($11,076)	$375

Basic Equipment: Four-cylinder Engine, Air Conditioning, AM/FM Stereo, Automatic Transmission, Body Side Moldings, Full Wheel Covers, Left-Hand Remote Mirror, Power Brakes, Power Steering, Tinted Glass, and Whitewall Tires.

Category 3

Basic fleet for standard applications. Priority on reasonable cost and driver acceptance.

Model (Initial Cost)	Estimated Monthly Operating Cost
Chevrolet Lumina ($11,725)	*$373*
Ford Taurus L ($11,808)	$382
Pontiac 6000 LE* (12,115)	$390
Dodge Dynasty Highline ($12,237)	$400
Oldsmobile Cutlass Ciera ($12,362)	$396
Buick Century Custom ($12,595)	$402
Mercury Sable GS* ($13,171)	$411

Basic Equipment: Four-cylinder Engine (or six-cylinder if base), Air Conditioning, AM/FM Stereo, Automatic Transmission, Body Side Moldings, Full Wheel Covers, Left-Hand Remote Mirror, Power Brakes, Power Steering, Tinted Glass, and Whitewall Tires.

**Six-cylinder engine is standard equipment.*

Category 4

Basic fleet for standard applications. Priority on driver acceptance and image.

Model (Initial Cost)	Estimated Monthly Operating Cost
Ford Taurus GL ($13,191)	$411
Pontiac Grand Prix LE ($13,422)	$416
Mercury Sable GS ($13,588)	$421
Buick Regal Custom ($13,486)	$422
Oldsmobile Cutlass Supreme ($13,781)	$432
Dodge Dynasty LE ($13,670)	$441
Ford Thunderbird ($14,052)	$443
Chevrolet Caprice Classic ($14,382)	$446
Eagle Premier LX ($13,988)	$449
Mercury Sable LS ($14,474)	$441
Ford Taurus LX ($14,636)	$445
Pontiac Bonneville LE ($14,578)	$455
Mercury Cougar LS ($14,793)	$461
Ford LTD Crown Victoria ($15,153)	$464
Buick LeSabre Custom ($15,089)	$467
Oldsmobile 88 Royale ($15,113)	$468
Chrysler New Yorker Salon ($15,068)	$480

Basic Equipment: Six-cylinder Engine (or eight-cylinder if base), Air Conditioning, AM/FM Stereo, Automatic Transmission, Body Side Moldings, Cruise Control, Full Wheel Covers, Left-Hand Remote Mirror, Light Group, Power Brakes, Power Steering, Rear Defroster, Tinted Glass, and Whitewall Tires.

Category 5

Special fleet for executive applications. Priority on driver image and prestige.

Model (Initial Cost)	Estimated Monthly Operating Cost
Buick Electra Park Avenue ($19,573)	$565
Mercury Grand Marquis LS ($17,393)	$516
Oldsmobile 88 Royale Brougham ($17,242)	$520
Buick LeSabre Limited ($17,567)	$528
Oldsmobile 98 Regency Brougham ($19,889)	$572
Chrysler New Yorker Fifth Avenue ($19,635)	$581
Chrysler New Yorker Landau ($19,492)	$582
Oldsmobile Toronado* ($20,934)	$606
Buick Riviera* ($21,391)	$617
Chrysler Imperial ($22,100)	$640
Lincoln Town Car ($23,989)	$666
Oldsmobile Touring Sedan ($24,133)	$672
Buick Park Avenue Ultra ($24,555)	$681
Cadillac DeVille ($24,099)	$683
Cadillac Brougham ($24,357)	$689
Lincoln Mark VII* ($25,178)	$693
Cadillac Eldorado* ($24,997)	$696
Lincoln Continental ($26,329)	$720
Cadillac Seville ($27,642)	$758
Cadillac Fleetwood ($27,866)	$772
Chrysler Imperial ($22,100)	$640

**Available as a two-door only.*